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Guidance Counsellors Scout N.S. Universities

Department of Education and Culture (to July 99)
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A group of high school guidance counsellors from the New England states, New York and Bermuda is in Nova Scotia this week on an orientation tour of seven universities.

The tour is part of Nova Scotia's higher education international trade and marketing plan. The plan has identified New England as one of four primary target markets for recruiting students to the province's universities. Guidance counsellors -- who help many students make their post-secondary choices -- are key to attracting students here.

Education and Culture Minister Robbie Harrison said the 29 visiting guidance counsellors are impressed with post-secondary education in Nova Scotia.

"Our 11 universities offer world-class education and low student -teacher ratios. For U.S. students particularly, our currency rate offers even further value to our competitive tuition fees," said Mr. Harrison. "Nova Scotia's rich culture and historical ties to the United States and Bermuda make us a compelling option for students from those countries."

Those historical ties will be apparent across the province, including at two stops on the Halifax portion of the tour. The Maritime Museum of the Atlantic and the Halifax Citadel will host dinners for the counsellors. The Maritime Museum's Titanic display may put the tragedy into historical perspective for the counsellors.

After examining what the province has to offer in post-secondary education, the guidance counsellors will return to their schools with valuable information on Nova Scotia universities. They'll also have plenty of information on Nova Scotia culture to share with students. While in the province, the counsellors will enjoy a working lunch at the Museum of Industry in Stellarton; attend a theatre performance at Festival Antigonish; enjoy Celtic music by Winnie Chafe and friends at the University College of Cape Breton; and tour the town of Lunenburg, a UNESCO world heritage site.

The guidance counsellors arrived by ferry from Portland on Monday, Aug. 10. While in Nova Scotia, they are visiting the campuses of Acadia, Dalhousie, King's, St. Francis Xavier, UCCB, Mount Saint Vincent and Saint Mary's. Also on the schedule is a visit to the Gaelic College of Cape Breton. The counsellors will stay overnight at the host university where possible.

NOTE: The following is intended for use by broadcast media.

High school guidance counsellors from New England, New York and Bermuda are scouting Nova Scotia universities this week.

The counsellors are checking out the province's institutions of higher learning -- to perhaps recommend them to students at their high schools.

Education and Culture Minister Robbie Harrison says the orientation tour is part of the province's plan to market Nova Scotia universities.

The department's marketing strategy has targeted four key areas -- New England, the Caribbean, the Middle East and Scandinavia -- as having the best potential for sending students to Nova Scotia universities.

This weeks guidance counsellors' tour is stopping at seven universities across the province -- and counsellors are also attending a number of cultural events.

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Contact: Steve Bone
Education and Culture
902-424-3999
E-mail: bonesp@gov.ns

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